

5 CLAIMS

What is claimed is:

1. A method for managing advertisement presentation comprising:

10 an advertisement server making an initial selection and provision of a plurality of advertisements for a number of client devices for presentation in accordance with corresponding desired flight profiles to be achieved for the advertisements, and including with said provision one or more presentation parameters to govern the rates in which the provided advertisements are to be presented;

15 the client devices selectively presenting said advertisements in accordance with said governing presentation parameters, and reporting their presentations; and the advertisement server repeating said selection and provision of advertisements further taking into consideration said reports.

20 2. The method of claim 1, wherein each of said selections and provisions of advertisements comprises probabilistically selecting said advertisements.

3. The method of claim 2, wherein each of said probabilistic selections comprises determining a set of weights for use to perform the probabilistic selection.

25 4. The method of claim 1, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and each of said selections and provisions of advertisements comprises determining and providing one each of said minimum and maximum presentation parameters for each selected
30 advertisement.

5 5. A method for managing advertisement presentation comprising:
selecting and providing a plurality of client devices with different pluralities of
advertisements for presentation on the client devices, in accordance with
corresponding desired flight profiles to be achieved for the advertisements, and
including with said provision one or more presentation parameters to govern the
10 rates in which the provided advertisements are to be presented on the client
devices;
receiving reports of presentation from said client devices; and
repeating said selection and provision of advertisements further taking into
consideration said reports.

15 6. The method of claim 5, wherein each of said selections and provisions of
advertisements comprises probabilistically selecting said advertisements.

20 7. The method of claim 6, wherein the method further comprises obtaining a set
of weights for said advertisements for use to perform said probabilistic selections,
and periodically obtaining update replacements for said weights.

25 8. The method of claim 7, wherein the method further comprises determining
and periodically re-determining said weights to be employed for said probabilistic
selections.

9. The method of claim 8, wherein each of said weight determinations is made in
accordance with residual amounts of said desired flight profiles remain to be
achieved for said advertisements.

5 10. The method of claim 9, wherein the method further comprises aggregating
said reported presentations, and determining said residual amounts of the desired
flight profiles of the advertisements remain to be achieved.

10 11. The method of claim 7, wherein each of said probabilistic selections further
comprises successively generating a plurality of random numbers, and using said
successively generated random numbers, in conjunction with said weights, to
successively select said advertisements.

15 12. The method of claim 6, wherein each of said probabilistic selections further
comprises generating a plurality of random numbers for use to perform the
probabilistic selection.

20 13. The method of claim 5, wherein said one or more presentation parameters
comprise a minimum and a maximum presentation parameter, and each of said
selections and provisions of advertisements comprises determining and providing
one each of said minimum and maximum presentation parameters for each selected
advertisement.

25 14. The method of claim 13, wherein each of said determining and providing of
one each of said minimum and maximum presentation parameters for each selected
advertisement is performed in view of a presentation rate to be achieved.

30 15. The method of claim 5, wherein said selecting and providing of
advertisements are further made in view of demographic profiles of said client
devices.

5 16. The method of claim 5, wherein said selecting and providing of advertisements are further made in view of subject matters of searches being performed by said client devices.

17. The method of claim 5, wherein said selecting and providing of
10 advertisements are performed in response to requests of said client devices for additional advertisements.

18. The method of claim 5, wherein said selecting and providing of
15 advertisements are performed in response to searches being performed by said client devices.

19. In a client device, a method of operation comprising:
receiving a plurality of advertisements for presentation on the client device,
including for each of said received advertisements, one or more presentation
20 parameters governing the rates in which the provided advertisements are to be presented on the client device;
selectively presenting said received advertisements in accordance with said governing presentation parameters; and
reporting said selective presentations.

25 20. The method of claim 19, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and said selective presentation comprises selecting said received advertisements for presentation in accordance with the minimum and maximum presentation parameters of said
30 received advertisements.

- 5 21. The method of claim 20, wherein said method further comprises tracking the
 number of times each of said received advertisements has been selected for
 presentation.
22. The method of claim 20, wherein said method further comprises rendering an
10 advertisement ineligible for selection for presentation when the number of times the
 advertisement has been selected for presentation reaches the advertisement's
 maximum presentation parameter.
23. The method of claim 19, wherein the method further comprises determining
15 whether additional advertisements are needed, and requesting an advertisement
 server for additional advertisements.
24. The method of claim 19, wherein the method further comprises informing an
 advertisement server of demographic data of the client device.
- 20 25. The method of claim 19, wherein the method further comprises informing an
 advertisement server of subject matters of searches being performed by the client
 device.
- 25 26. An apparatus comprising:
 storage medium having stored therein a plurality of programming instructions
 designed to
 select and provide a plurality of client devices with different pluralities of
 advertisements for presentation on the client devices, in accordance with
30 corresponding desired flight profiles to be achieved for the
 advertisements, and to include with said provision one or more

5 presentation parameters to govern the rates in which the provided advertisements are to be presented on the client devices, receive reports of presentation from said client devices, and repeat said selection and provision of advertisements further taking into consideration said reports; and

10 one or more processors coupled to the storage medium to execute the programming instructions.

15 27. The apparatus of claim 26, wherein said programming instructions are designed to make each of said selections and provisions of advertisements by probabilistically selecting said advertisements.

20 28. The apparatus of claim 27, wherein said programming instructions are further designed to obtain a set of weights for said advertisements for use to perform said probabilistic selections, and to periodically obtain update replacements for said weights.

25 29. The apparatus of claim 28, wherein said programming instructions are further designed to determine and periodically re-determine said weights to be employed for said probabilistic selections.

30 30. The apparatus of claim 29, wherein said programming instructions are designed to make each of said weight determinations in accordance with residual amounts of said desired flight profiles remain to be achieved for said advertisements.

5 31. The apparatus of claim 30, wherein said programming instructions are further designed to aggregate said reported presentations, and to determine said residual amounts of the desired flight profiles of the advertisements remain to be achieved.

32. The apparatus of claim 28, wherein said programming instructions are
10 designed to successively generate a plurality of random numbers, and use said successively generated random numbers, in conjunction with said weights, to successively select said advertisements.

33. The apparatus of claim 27, wherein said programming instructions are further
15 designed to generate a plurality of random numbers for use to perform the probabilistic selection.

34. The apparatus of claim 26, wherein said one or more presentation
20 parameters comprise a minimum and a maximum presentation parameter, and said programming instructions are designed to determine and provide one each of said minimum and maximum presentation parameters for each selected advertisement.

35. The apparatus of claim 34, wherein said programming instructions are
25 designed to perform each of said determining and providing of one each of said minimum and maximum presentation parameters for each selected advertisement in view of a presentation rate to be achieved.

36. The apparatus of claim 26, wherein said programming instructions are further
30 designed to perform said selecting and providing of advertisements in view of demographic profiles of said client devices.

5 37. The apparatus of claim 26, wherein said programming instructions are further designed to perform said selecting and providing of advertisements in view of subject matters of searches being performed by said client devices.

38. The apparatus of claim 26, wherein said programming instructions are further
10 designed to perform said selecting and providing of advertisements in response to requests of said client devices for additional advertisements.

39. The apparatus of claim 26, wherein said programming instructions are further
15 designed to perform said selecting and providing of advertisements in response to searches being performed by said client devices.

40. An apparatus comprising:
storage medium having stored therein a plurality of programming instructions
designed to

20 receive a plurality of advertisements for presentation on the client device,
including for each of said received advertisements, one or more
presentation parameters governing the rates in which the provided
advertisements are to be presented on the client device,
selectively present said received advertisements in accordance with
25 said governing presentation parameters, and
report said selective presentations; and

a processor coupled to the storage medium to execute the programming instructions.

30 41. The apparatus of claim 40, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and said

5 programming instructions are designed to select said received advertisements for
presentation in accordance with the minimum and maximum presentation
parameters of said received advertisements.

10 42. The apparatus of claim 41, wherein said programming instructions are further
designed to track the number of times each of said received advertisements has
been selected for presentation.

15 43. The apparatus of claim 41, wherein said programming instructions are further
designed to render an advertisement ineligible for selection for presentation when
the number of times the advertisement has been selected for presentation reaches
the advertisement's maximum presentation parameter.

20 44. The apparatus of claim 40, wherein said programming instructions are further
designed to determine whether additional advertisements are needed, and request
an advertisement server for additional advertisements.

45. The apparatus of claim 40, wherein said programming instructions are further
designed to inform an advertisement server of demographic data of the client device.

25 46. The apparatus of claim 40, wherein said programming instructions are further
designed to inform an advertisement server of subject matters of searches being
performed by the client device.